



Market Profile

Prepared by: Grove City Development Department

Grove City Market

Latitude: 39.87664

Longitude: -83.06991

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Radius: 5 Miles

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2000 Total Population	105,025	441,831	1,203,322
2000 Group Quarters	1,557	21,933	29,068
2009 Total Population	114,090	452,172	1,289,648
2014 Total Population	117,664	457,341	1,326,572
2009 - 2014 Annual Rate	0.62%	0.23%	0.57%



2000 Households	40,552	175,941	485,787
2000 Average Household Size	2.55	2.39	2.42
2009 Households	44,783	184,355	529,098
2009 Average Household Size	2.51	2.34	2.39
2014 Households	46,425	187,749	546,862
2014 Average Household Size	2.5	2.33	2.38
2009 - 2014 Annual Rate	0.72%	0.37%	0.66%
2000 Families	28,370	100,733	299,659
2000 Average Family Size	3.03	3.05	3.04
2009 Families	30,623	101,658	316,365
2009 Average Family Size	3.01	3.03	3.03
2014 Families	31,368	101,683	322,022
2014 Average Family Size	3	3.02	3.03
2009 - 2014 Annual Rate	0.48%	0%	0.36%



2000 Housing Units	43,292	192,586	520,273
Owner Occupied Housing Units	65.1%	47.8%	55.1%
Renter Occupied Housing Units	28.7%	43.6%	38.2%
Vacant Housing Units	6.2%	8.6%	6.6%
2009 Housing Units	50,071	214,133	595,273
Owner Occupied Housing Units	61.5%	44.8%	52.3%
Renter Occupied Housing Units	27.9%	41.3%	36.6%
Vacant Housing Units	10.6%	13.9%	11.1%
2014 Housing Units	51,568	218,173	613,946
Owner Occupied Housing Units	62.2%	44.9%	52.7%
Renter Occupied Housing Units	27.8%	41.1%	36.4%
Vacant Housing Units	10.0%	13.9%	10.9%

Median Household Income

2000	\$42,363	\$36,435	\$44,440
2009	\$55,889	\$47,108	\$57,385
2014	\$59,611	\$51,840	\$60,663

Median Home Value

2000	\$93,925	\$94,963	\$117,710
2009	\$111,080	\$111,050	\$134,375
2014	\$113,384	\$112,515	\$137,417

Per Capita Income

2000	\$19,120	\$19,337	\$23,378
2009	\$25,583	\$24,751	\$30,163
2014	\$26,686	\$25,897	\$31,497

Median Age

2000	34.3	31.0	32.9
2009	36.1	31.9	34.3
2014	36.3	32.0	34.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Income

Household Income Base	40,517	175,830	486,040
< \$15,000	13.8%	19.8%	13.8%
\$15,000 - \$24,999	12.9%	14.3%	11.8%
\$25,000 - \$34,999	13.6%	14.0%	13.1%
\$35,000 - \$49,999	18.1%	16.9%	16.8%
\$50,000 - \$74,999	23.9%	18.9%	21.1%
\$75,000 - \$99,999	10.5%	8.5%	11.0%
\$100,000 - \$149,999	5.5%	5.1%	8.1%
\$150,000 - \$199,999	0.7%	1.2%	2.1%
\$200,000+	0.9%	1.4%	2.1%
Average Household Income	\$49,246	\$47,489	\$57,228

2009 Households by Income

Household Income Base	44,783	184,352	529,095
< \$15,000	10.2%	15.6%	10.6%
\$15,000 - \$24,999	8.0%	10.0%	7.8%
\$25,000 - \$34,999	11.3%	12.2%	10.2%
\$35,000 - \$49,999	13.3%	14.1%	13.6%
\$50,000 - \$74,999	23.9%	21.4%	21.5%
\$75,000 - \$99,999	18.3%	13.8%	16.3%
\$100,000 - \$149,999	10.6%	8.5%	12.3%
\$150,000 - \$199,999	2.9%	2.4%	4.2%
\$200,000+	1.5%	1.9%	3.5%
Average Household Income	\$64,825	\$59,094	\$72,767

2014 Households by Income

Household Income Base	46,425	187,746	546,859
< \$15,000	9.0%	14.1%	9.4%
\$15,000 - \$24,999	7.8%	10.0%	7.7%
\$25,000 - \$34,999	10.1%	11.1%	9.2%
\$35,000 - \$49,999	11.6%	12.4%	12.0%
\$50,000 - \$74,999	27.3%	25.5%	25.0%
\$75,000 - \$99,999	18.6%	13.8%	16.2%
\$100,000 - \$149,999	11.0%	8.6%	12.5%
\$150,000 - \$199,999	3.1%	2.5%	4.3%
\$200,000+	1.6%	2.0%	3.7%
Average Household Income	\$67,241	\$61,289	\$75,580

2000 Owner Occupied HUs by Value

Total	28,070	91,868	286,808
<\$50,000	7.0%	9.9%	6.4%
\$50,000 - 99,999	49.7%	44.5%	32.9%
\$100,000 - 149,999	29.6%	25.0%	29.7%
\$150,000 - 199,999	9.0%	10.8%	16.0%
\$200,000 - \$299,999	3.2%	5.8%	9.9%
\$300,000 - 499,999	0.9%	2.6%	3.8%
\$500,000 - 999,999	0.2%	1.0%	1.1%
\$1,000,000+	0.2%	0.4%	0.3%
Average Home Value	\$108,107	\$121,728	\$141,863

2000 Specified Renter Occupied HUs by Contract Rent

Total	12,442	83,826	198,286
With Cash Rent	97.1%	97.6%	97.7%
No Cash Rent	2.9%	2.4%	2.3%
Median Rent	\$453	\$451	\$497
Average Rent	\$435	\$461	\$518

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Age

Total	105,024	441,831	1,203,322
0 - 4	7.9%	7.0%	7.2%
5 - 9	7.9%	7.0%	7.3%
10 - 14	7.4%	6.6%	6.9%
15 - 19	6.5%	7.9%	6.9%
20 - 24	6.0%	10.8%	8.2%
25 - 34	15.5%	17.2%	16.9%
35 - 44	16.2%	15.3%	16.4%
45 - 54	13.1%	11.7%	13.0%
55 - 64	8.6%	7.1%	7.4%
65 - 74	6.4%	5.2%	5.3%
75 - 84	3.6%	3.1%	3.3%
85+	0.9%	1.0%	1.1%
18+	72.8%	75.8%	74.6%

2009 Population by Age

Total	114,091	452,172	1,289,648
0 - 4	7.7%	7.0%	7.2%
5 - 9	7.2%	6.4%	6.8%
10 - 14	7.1%	6.1%	6.6%
15 - 19	6.8%	8.1%	7.1%
20 - 24	6.2%	11.2%	8.4%
25 - 34	13.4%	15.4%	14.9%
35 - 44	14.5%	13.5%	14.5%
45 - 54	14.3%	13.0%	14.1%
55 - 64	11.1%	9.5%	10.2%
65 - 74	6.4%	5.3%	5.4%
75 - 84	4.0%	3.3%	3.4%
85+	1.4%	1.3%	1.4%
18+	73.9%	76.9%	75.6%

2014 Population by Age

Total	117,663	457,341	1,326,572
0 - 4	7.6%	6.9%	7.2%
5 - 9	7.2%	6.4%	6.8%
10 - 14	7.1%	6.1%	6.5%
15 - 19	6.4%	7.6%	6.7%
20 - 24	6.4%	11.4%	8.5%
25 - 34	13.5%	15.9%	15.5%
35 - 44	13.3%	12.2%	13.3%
45 - 54	13.6%	12.2%	13.2%
55 - 64	11.7%	10.3%	10.9%
65 - 74	7.8%	6.4%	6.7%
75 - 84	3.9%	3.3%	3.3%
85+	1.5%	1.4%	1.5%
18+	74.1%	77.3%	76.0%

2000 Population by Sex

Males	48.2%	49.9%	48.9%
Females	51.8%	50.1%	51.1%

2009 Population by Sex

Males	48.1%	49.7%	48.9%
Females	51.9%	50.3%	51.1%

2014 Population by Sex

Males	48.1%	49.6%	48.9%
Females	51.9%	50.4%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Total	105,025	441,831	1,203,322
White Alone	88.3%	73.3%	77.3%
Black Alone	7.5%	20.8%	16.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.5%	2.2%	2.9%
Some Other Race Alone	0.6%	1.1%	1.0%
Two or More Races	1.7%	2.2%	2.1%
Hispanic Origin	1.4%	2.3%	2.1%
Diversity Index	23.5	44.5	40.0

2009 Population by Race/Ethnicity

Total	114,091	452,172	1,289,648
White Alone	85.6%	70.5%	73.9%
Black Alone	8.8%	21.8%	17.8%
American Indian Alone	0.3%	0.4%	0.3%
Asian or Pacific Islander Alone	2.4%	3.5%	4.5%
Some Other Race Alone	0.7%	1.3%	1.1%
Two or More Races	2.1%	2.5%	2.4%
Hispanic Origin	1.8%	2.9%	2.6%
Diversity Index	28.5	48.4	45.0

2014 Population by Race/Ethnicity

Total	117,664	457,341	1,326,572
White Alone	84.0%	68.8%	71.9%
Black Alone	9.6%	22.4%	18.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian or Pacific Islander Alone	3.0%	4.4%	5.7%
Some Other Race Alone	0.8%	1.5%	1.2%
Two or More Races	2.3%	2.6%	2.5%
Hispanic Origin	2.1%	3.2%	2.9%
Diversity Index	31.3	50.8	47.7



2000 Population 3+ by School Enrollment

Total	99,843	423,051	1,150,687
Enrolled in Nursery/Preschool	1.8%	1.8%	2.0%
Enrolled in Kindergarten	1.7%	1.4%	1.5%
Enrolled in Grade 1-8	13.0%	11.7%	12.1%
Enrolled in Grade 9-12	5.5%	5.1%	5.4%
Enrolled in College	3.1%	9.9%	7.0%
Enrolled in Grad/Prof School	0.6%	2.0%	1.9%
Not Enrolled in School	74.4%	68.1%	70.1%

2009 Population 25+ by Educational Attainment

Total	74,177	276,725	824,530
Less than 9th Grade	4.0%	4.0%	2.5%
9th - 12th Grade, No Diploma	13.7%	13.2%	8.6%
High School Graduate	41.3%	32.1%	28.0%
Some College, No Degree	19.9%	19.7%	20.2%
Associate Degree	5.9%	5.8%	6.6%
Bachelor's Degree	11.2%	16.3%	22.4%
Graduate/Professional Degree	4.1%	8.9%	11.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Population 15+ by Marital Status

Total	88,991	364,134	1,025,175
Never Married	26.1%	40.1%	33.8%
Married	54.9%	41.7%	49.1%
Widowed	5.9%	5.5%	5.1%
Divorced	13.0%	12.7%	12.0%



2000 Population 16+ by Employment Status

Total	79,151	345,203	928,633
In Labor Force	67.7%	66.7%	70.4%
Civilian Employed	64.5%	63.0%	67.5%
Civilian Unemployed	3.0%	3.7%	2.9%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	32.3%	33.3%	29.6%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	91.4%	90.2%	91.8%
Civilian Unemployed	8.6%	9.8%	8.2%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%	93.6%	94.6%
Civilian Unemployed	5.6%	6.4%	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	41,906	174,249	480,749
Own Children < 6 Only	9.1%	7.8%	8.6%
Employed/in Armed Forces	6.3%	5.0%	5.6%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	2.4%	2.4%	2.7%
Own Children < 6 and 6-17 Only	6.6%	5.7%	6.1%
Employed/in Armed Forces	4.1%	3.5%	3.7%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	2.3%	1.9%	2.2%
Own Children 6-17 Only	17.7%	15.2%	16.6%
Employed/in Armed Forces	13.7%	11.3%	12.7%
Unemployed	0.5%	0.5%	0.4%
Not in Labor Force	3.5%	3.3%	3.5%
No Own Children < 18	66.7%	71.4%	68.7%
Employed/in Armed Forces	34.3%	39.7%	40.3%
Unemployed	1.5%	2.1%	1.6%
Not in Labor Force	30.8%	29.6%	26.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

Total	54,588	219,565	656,209
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	6.4%	4.9%	4.4%
Manufacturing	7.8%	6.2%	6.5%
Wholesale Trade	4.6%	3.6%	3.5%
Retail Trade	13.3%	12.6%	12.3%
Transportation/Utilities	7.6%	5.9%	5.0%
Information	2.2%	2.7%	2.9%
Finance/Insurance/Real Estate	8.9%	8.5%	10.5%
Services	43.0%	49.9%	49.0%
Public Administration	6.1%	5.5%	5.6%

2009 Employed Population 16+ by Occupation

Total	54,587	219,565	656,209
White Collar	59.1%	62.6%	68.9%
Management/Business/Financial	12.3%	12.6%	16.4%
Professional	16.6%	22.6%	25.3%
Sales	10.0%	10.1%	11.1%
Administrative Support	20.2%	17.3%	16.1%
Services	16.8%	18.5%	15.7%
Blue Collar	24.1%	18.9%	15.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.6%	4.2%	3.4%
Installation/Maintenance/Repair	3.5%	2.6%	2.5%
Production	5.6%	4.6%	3.9%
Transportation/Material Moving	9.4%	7.5%	5.6%



2000 Workers 16+ by Means of Transportation to Work

Total	50,027	212,574	615,282
Drove Alone - Car, Truck, or Van	83.5%	76.2%	81.5%
Carpooled - Car, Truck, or Van	10.7%	11.3%	9.7%
Public Transportation	1.9%	4.5%	2.8%
Walked	1.1%	4.6%	2.5%
Other Means	0.8%	1.0%	0.7%
Worked at Home	2.0%	2.4%	2.8%

2000 Workers 16+ by Travel Time to Work

Total	50,027	212,574	615,282
Did Not Work at Home	98.0%	97.6%	97.2%
Less than 5 minutes	2.1%	2.8%	2.4%
5 to 9 minutes	8.3%	9.8%	9.0%
10 to 19 minutes	31.2%	35.0%	32.4%
20 to 24 minutes	21.5%	19.7%	19.4%
25 to 34 minutes	23.0%	19.9%	22.2%
35 to 44 minutes	4.4%	3.6%	4.6%
45 to 59 minutes	3.9%	3.3%	3.9%
60 to 89 minutes	2.0%	2.0%	2.0%
90 or more minutes	1.7%	1.5%	1.4%
Worked at Home	2.0%	2.4%	2.8%
Average Travel Time to Work (in min)	23.0	21.5	22.4

2000 Households by Vehicles Available

Total	40,552	175,875	485,801
None	7.7%	12.2%	8.0%
1	34.4%	39.7%	37.0%
2	40.3%	34.6%	40.0%
3	12.7%	9.8%	11.2%
4	3.6%	2.6%	2.7%
5+	1.3%	1.1%	1.0%
Average Number of Vehicles Available	1.7	1.6	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

Total	40,551	175,941	485,787
Family Households	70.0%	57.3%	61.7%
Married-couple Family	51.2%	38.2%	45.2%
With Related Children	24.4%	18.2%	22.2%
Other Family (No Spouse)	18.7%	19.1%	16.5%
With Related Children	13.1%	13.2%	11.3%
Nonfamily Households	30.0%	42.7%	38.3%
Householder Living Alone	24.5%	32.2%	29.7%
Householder Not Living Alone	5.6%	10.5%	8.6%
Households with Related Children	37.5%	31.4%	33.5%
Households with Persons 65+	20.8%	17.4%	17.1%

2000 Households by Size

Total	40,552	175,941	485,787
1 Person Household	24.5%	32.2%	29.7%
2 Person Household	33.6%	31.5%	32.7%
3 Person Household	17.9%	15.6%	16.2%
4 Person Household	14.4%	11.9%	13.1%
5 Person Household	6.4%	5.5%	5.5%
6 Person Household	2.1%	2.0%	1.8%
7+ Person Household	1.1%	1.2%	0.9%

2000 Households by Year Householder Moved In

Total	40,553	175,875	485,801
Moved in 1999 to March 2000	20.6%	27.1%	24.9%
Moved in 1995 to 1998	30.2%	30.9%	31.8%
Moved in 1990 to 1994	16.4%	13.9%	15.4%
Moved in 1980 to 1989	12.7%	11.7%	12.7%
Moved in 1970 to 1979	9.8%	8.0%	7.9%
Moved in 1969 or Earlier	10.3%	8.5%	7.3%
Median Year Householder Moved In	1995	1996	1996



2000 Housing Units by Units in Structure

Total	43,208	192,509	520,297
1, Detached	67.0%	52.0%	56.3%
1, Attached	5.6%	6.6%	6.8%
2	4.1%	6.5%	4.2%
3 or 4	6.5%	9.3%	8.3%
5 to 9	7.5%	9.0%	9.6%
10 to 19	4.1%	7.4%	6.3%
20+	2.2%	7.3%	6.9%
Mobile Home	2.9%	1.8%	1.6%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	43,275	192,509	520,297
1999 to March 2000	4.8%	2.6%	2.7%
1995 to 1998	10.7%	6.8%	8.8%
1990 to 1994	8.8%	6.0%	8.7%
1980 to 1989	8.4%	7.5%	14.3%
1970 to 1979	15.7%	13.6%	17.7%
1969 or Earlier	51.6%	63.5%	48.0%
Median Year Structure Built	1969	1961	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Rustbelt Retirees	Aspiring Young Familie	Enterprising Professio
2.	Up and Coming Families	Metro Renters	Aspiring Young Familie
3.	Aspiring Young Familie	Metro City Edge	Up and Coming Families

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$72,593,866	\$280,794,397	\$957,308,260
Average Spent	\$1,621.01	\$1,523.12	\$1,809.32
Spending Potential Index	65	61	72
Computers & Accessories: Total \$	\$9,433,356	\$36,569,326	\$124,929,090
Average Spent	\$210.65	\$198.36	\$236.12
Spending Potential Index	92	87	103
Education: Total \$	\$52,767,718	\$207,293,630	\$699,802,753
Average Spent	\$1,178.30	\$1,124.43	\$1,322.63
Spending Potential Index	94	90	105
Entertainment/Recreation: Total \$	\$133,450,356	\$493,560,232	\$1,709,284,409
Average Spent	\$2,979.93	\$2,677.23	\$3,230.56
Spending Potential Index	92	83	100
Food at Home: Total \$	\$187,797,577	\$715,404,123	\$2,419,883,148
Average Spent	\$4,193.50	\$3,880.58	\$4,573.60
Spending Potential Index	92	85	100
Food Away from Home: Total \$	\$138,282,693	\$531,018,939	\$1,807,726,185
Average Spent	\$3,087.84	\$2,880.42	\$3,416.62
Spending Potential Index	93	87	103
Health Care: Total \$	\$156,364,285	\$562,464,776	\$1,921,358,323
Average Spent	\$3,491.60	\$3,050.99	\$3,631.38
Spending Potential Index	93	81	96
HH Furnishings & Equipment: Total \$	\$79,112,382	\$291,543,905	\$1,022,753,526
Average Spent	\$1,766.57	\$1,581.43	\$1,933.01
Spending Potential Index	81	73	89
Investments: Total \$	\$53,503,742	\$183,555,914	\$666,375,840
Average Spent	\$1,194.73	\$995.67	\$1,259.46
Spending Potential Index	83	69	88
Retail Goods: Total \$	\$1,009,713,534	\$3,758,034,466	\$12,961,169,843
Average Spent	\$22,546.80	\$20,384.77	\$24,496.73
Spending Potential Index	88	79	95
Shelter: Total \$	\$638,956,481	\$2,417,179,535	\$8,382,761,253
Average Spent	\$14,267.84	\$13,111.55	\$15,843.49
Spending Potential Index	91	84	101
TV/Video/Sound Equipment: Total \$	\$50,440,114	\$193,884,675	\$656,755,573
Average Spent	\$1,126.32	\$1,051.69	\$1,241.27
Spending Potential Index	93	87	102
Travel: Total \$	\$74,744,904	\$268,427,112	\$952,087,995
Average Spent	\$1,669.05	\$1,456.03	\$1,799.45
Spending Potential Index	90	79	97
Vehicle Maintenance & Repairs: Total \$	\$38,321,373	\$143,946,170	\$493,952,725
Average Spent	\$855.71	\$780.81	\$933.58
Spending Potential Index	91	83	100

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.